

Fox Theatre's lounge, rooftop bars delayed

Grand openings are now slated for spring.

By Fiza Pirani

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Imagine sipping a hand-crafted cocktail with the iconic Fox marquee glimmering behind you as you overlook the hustle and bustle of Atlanta's Peachtree Street.

The Fabulous Fox Theatre's renovation of a 10,000-square-

foot event space into the new Marquee Club lounge and rooftop marks its most significant expansion and its biggest financial undertaking since the popular theater opened in 1929.

The club was slated to open in fall 2017, but, due to construction delays, it will not be completed until early 2018, according to a news release late last week. Memberships are available now

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for the Marquee Club (404-881-2127).

“The Fox Theatre is 88 years old, so we anticipated numerous challenges would present themselves once we began construction. However, this complex project has forced us to modify our timeline due to existing conditions which impacted our schedule,” Alan C. Vella, president and chief executive officer of the theater, said in the news release. “We are presently working with the design and construction teams to develop a revised schedule so we can announce a firm grand opening date in the near future. For our current club members, we are in the process of contacting them to offer exclusive preview experiences in the months prior to the club’s grand opening.”

Patrons will have access to the club’s five bars: one on the main level of the club, one on the mezzanine level and three on the rooftop.

With a guest-to-server ratio of 10-to-1, line-busting technology and intermission pre-ordering, members will be able to enjoy their shows with ease.

The club will also offer hors d’oeuvres, self-serve desserts and coffee.

Additional amenities include private restrooms, coat check and a dedicated

lobby elevator for club patrons.

The intricate Moorish grillwork and color palette of muted gold and earth tones throughout the club were chosen with the historic building in mind, Adina Erwin, Fox Theatre’s vice president and chief operating officer, told The Atlanta Journal-Constitution. “The Fox was our muse,” she said.

A hint of blue brings in the element of the sky and the Fox star can be found on both the carpeting and on the club’s main level ceiling.

The rooftop will feature covered, partially covered and fully uncovered areas with bars in each, not only to offer patrons a few more options but also to allow year-round access to the premium space.

According to Vella, the idea for the new lounge originated from focus groups’ desire for premium amenities for Atlanta’s Broadway presenter and the rising competition from venues like the Cobb Energy Performing Arts Centre, Braves’ SunTrust Park and the Falcons’ Mercedes-Benz stadium, which all offer premium spaces and opportunities for their patrons.

In a Jan. 10 press release, the theatre announced a seven-year agreement establishing longtime Fox Theatre partner Lexus as the exclusive presenting partner of its Marquee Club.

“The new Marquee Club

will provide exclusive, personalized service at another level, much like Lexus does for our customers,” said Jason Cropper, General Manager of Lexus Southern Area. “It’s a natural fit for the Lexus brand to be more engaged with patrons of the Fox and this fantastic new space.”

Memberships for the Fox Theatre’s Marquee Club will be available as annual corporate and individual and show-specific packages.

Annual corporate memberships start at \$12,000 and non-corporate memberships at \$3,000.

Memberships for Broadway Across America subscribers are listed at \$500 for the 2017-2018 season. With the club opening delayed to 2018, Vella said the team is planning to offer exclusive preview experiences before the grand opening.

Memberships may vary annually depending on the number of shows each season.

Not planning on signing up for any of the memberships mentioned above? No worries. According to the Fox, there will also be limited nonmember per-event admission tickets comparable to event ticket prices and those will be based on availability.

For more information, visit foxtheatre.org/marqueeclub or call Fox Theatre’s Premium Seating Office at 404-881-2127.